

## **Men's Grooming in Belgium**

Market Direction | 2023-04-26 | 22 pages | Euromonitor

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### **Report description:**

In 2022, there was a surge in value sales of men's grooming. However, this increase was largely attributed to price hikes in light of the inflation crisis. Although volume sales of men's toiletries remained largely unchanged, volume sales of men's shaving continued its downward trajectory. Conversely, as a result of the rise in unit prices, value sales of men's shaving registered modest growth, whereas men's toiletries demonstrated a strong positive performance in current value terms.

Euromonitor International's Men's Grooming in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Men's Fragrances, Men's Shaving, Men's Toiletries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Men's Grooming market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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### **Table of Contents:**

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List Of Contents And Tables

**MEN'S GROOMING IN BELGIUM**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Strong sales in 2022, driven by price increases but volume sales lag

Beards remain trendy leading to more competition for men's shaving during 2022

Men's toiletries benefit from increased awareness of preventative health trend in 2022

**PROSPECTS AND OPPORTUNITIES**

Pressure on purchasing power likely to result in contraction of demand in the short term

Men's shaving set to remain in short demand over the forecast period

Health and wellness to increasingly play a role in men's toiletries during the forecast period

**CATEGORY DATA**

Table 1 Sales of Men's Grooming by Category: Value 2017-2022

Table 2 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 5 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 6 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 8 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

**BEAUTY AND PERSONAL CARE IN BELGIUM**

**EXECUTIVE SUMMARY**

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

**MARKET DATA**

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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**SOURCES**

Summary 1 Research Sources

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